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PATENT APPLICATION

UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH

In Re the Application of: I. BENTOLILA et al.)	
Serial No.: 10/043,698)	Examiner: James Shelcheda
Filed: January 9, 2002)	Group Art Unit: 2623
For: SYSTEM AND METHOD FOR)	
BEHAVIORAL MODEL CLUSTERING)	Interview Summary for the
IN TELEVISION USAGE, TARGETED)	Interview dated August 13, 2008
CLUSTERING, AND PREFERENCE)	
ADVERTISING VIA MODEL)	
PROGRAMMING BASED ON)	
BEHAVIORAL MODEL CLUSTERS)	

INTERVIEW SUMMARY FOR THE TELEPHONIC COMMUNICATION
OF AUGUST 13, 2008

Mail Stop RCE
Commissioner of Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

In the Advisory Action dated August 13, 2008, the box indicating the amendments would be entered for purposes of appeal was checked. On Tuesday, August 19, 2008, Sarah Nielsen, my assistant, left a voicemail with the Examiner, James Shelcheda, inquiring as to whether the box being checked on the Advisory Action was made in error. On Wednesday, August 20, 2008, the Examiner spoke with Sarah Nielsen and indicated that the box checked in the Advisory Action was a mistake and that the amendments in the response had not been entered.

Applicant encourages the Examiner to telephone the undersigned attorney or his associates at the telephone number listed below if it appears that a telephone conference would facilitate allowance of the application.

Please direct all correspondence to Myers Dawes Andras & Sherman LLP, 19900 Mac Arthur Blvd., 11th Floor, Irvine, California 92612.

Respectfully submitted,

Myers Dawes Andras & Sherman, LLP

/MZ/

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